



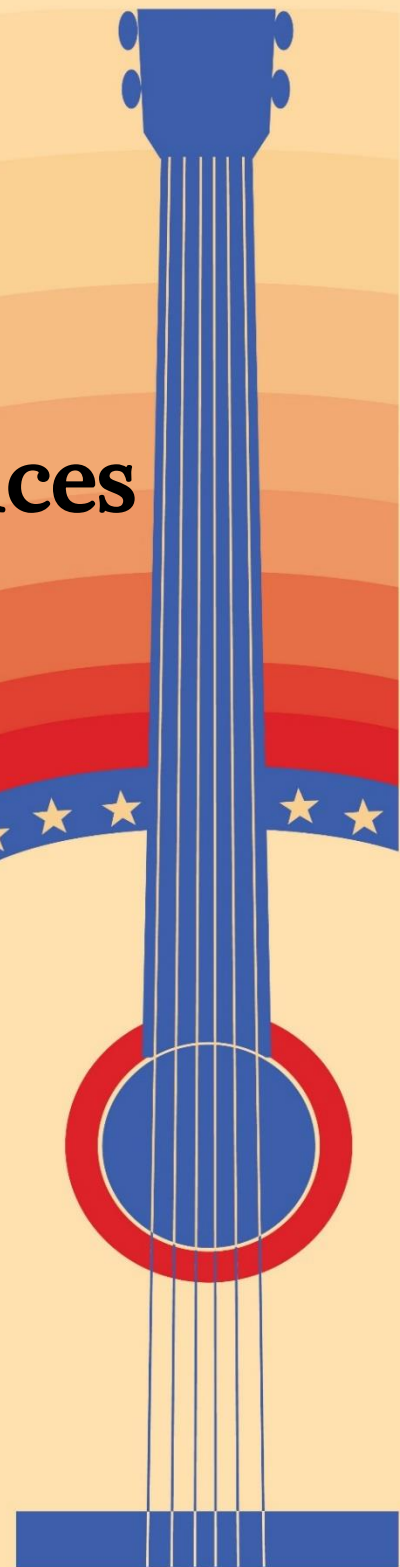
Society for Healthcare
Volunteer Leaders

Striking a Chord With Volunteer Services

29th Annual
Education Conference
for the
Society of Healthcare
Volunteer Leaders

March 10-12, 2022
Nashville, TN

For more information,
visit shvlonline.org





We invite you to join us in “Music City” for the 29th Annual SHVL Education Conference – March 10-12, 2022 in Nashville, TN.

It’s time to get back together to network with volunteer leaders from across the country to share best practices and learn about current trends in healthcare volunteerism. The agenda will be jam-packed with educational sessions and keynote speakers that you won’t want to miss!

And of course, you’ll enjoy being right on Broadway in the heart of Nashville to experience all the city has to offer. Take in the great local, live music all around town, or even at the historic Ryman Auditorium or Grand Ole Opry. Nashville is also home to the Country Music Hall of Fame.

We look forward to seeing you in-person soon!

Katie Daher, VP, Conference Education

CONFERENCE INFORMATION

Registration:

Registration this year is available online at www.SHVOnline.org.
See website for complete registration pricing.

- Early Registration fee (a savings of \$75) available only through February 11, 2022.
- Regular Registration fee applicable from February 12, 2022 – March 9, 2022.
- One-Day Registration fee available for March 11, 2022 only.

Conference Brochure:

- The most recent updates to the conference brochure are posted on-line at www.SHVOnline.org.
- To keep the conference as cost-effective as possible, we ask you to print and bring this brochure with you.
- Presenter handouts (as available from our presenters) will be posted on the SHVL website.

Hotel Information:

The Renaissance Nashville Hotel, 611 Commerce Street, Nashville, TN 37203

- SHVL Conference Rate starts at \$259 plus state and local taxes (currently 15.25%) and occupancy fee (currently \$2.50 per night).
- Conference Rate **cut-off-date** is February 11, 2022.
- Reservation requests made after February 11, 2022 will be accepted at the hotel's prevailing rate; based on availability.
- To make reservations:
 - book online at our special conference link: <https://book.passkey.com/e/50234192>
 - call **1-800-327-6618** and request the Society for Healthcare Volunteer Leaders 2022 Conference room rate.
- Complimentary Wi-Fi in guest rooms.
- Valet parking currently available at \$45 per day, plus tax.
- Self-parking currently available at \$20 per day with no in/out privileges.

Transportation Information:

- Nearest airport is Nashville International Airport (BNA)
 - Airport phone – 615-275-1675
 - Hotel is 8 miles NW of airport
- Hotel does not provide shuttle service from airport.
 - Taxi service is available for approximately \$25 from the airport.
 - Uber and Lyft services are available at the airport.
 - Several shuttle services operate from the airport.

Driving directions

Take I-40 West. Travel 5.1 miles. Take a slight left to stay on I-40 W (signs for Huntsville/Memphis/I-65 S. Travel 1.4 miles and merge onto I-65 N. Travel 0.4 miles and take exit 209A toward US-70/US-70 S/US-431/Broadway. Turn right on Broadway. Travel 0.5 miles and turn left onto 7th Ave. N. Go 1 block and turn right onto Commerce St. Hotel is on the corner of 7th Ave. and Commerce.

Conference T-shirt:

Available for only \$20!

- Attendees will be invited to wear the shirt on March 11.
- Please pre-order by February 11. Limited number of extras will be available at conference.
- Shirts may be ordered for anyone. They make great gifts for your co-workers & volunteers!

SHVL Gift Card Silent Auction:

Donate a Gift Card and Join in the fun!

- Support SHVL Education by donating a Gift Card from your favorite store, restaurant, or a VISA/MC card. All amounts welcome but consider donating a Gift Card valued at \$25 or more. “Local” specialty stores may not be located in all states, so pick a Gift Card that could be used in most cities/states.
- Place gift card(s) in an envelope with the donor information on the front (hospital, auxiliary, individual, etc.). Please leave at the conference registration desk.
- Gift Cards will be bundled and offered during a Silent Auction.
- Winners will be announced at the end of the Vendor Fair on Friday.
- Silent Auction winners may pay for their gift card bundles by cash, check, or credit card.
- **THANK YOU for your support of SHVL Education!!**

Important Notices:

If you require special services identified in the Americans with Disability Act, please contact shvl.email@gmail.com before February 11, 2022.

Photography and Vendor Release: By registering, you hereby agree to the SHVL photography release statement and the release of your contact information to our registered conference vendors. Contact Susan Grier for a copy of the statements or to revoke this agreement.

Thursday, March 10

8 a.m. – 5 p.m.	Registration Open
10 a.m. – 11:15 a.m.	Facilitator Training First Time Attendee Session
11:30 a.m. – 1:45 p.m.	Lunch, Opening Ceremony, State Roll Call & Keynote Presentation
2 p.m. – 3:15 p.m.	Networking Sessions: (1) Healthcare Volunteer Leaders, (2) Retail Management, and (3) Volunteers
3:30 p.m. – 4:45 p.m.	Breakout Educational Sessions
5 p.m. – 7 p.m.	SHVL Annual Meeting and President’s Reception for SHVL Members

Friday, March 11

8 a.m. – 5 p.m.	Registration Open
8:30 a.m. – 9:45 a.m.	Plated Breakfast with Impact Award Winner’s Presentation of Program Highlights
10 a.m. – 11:15 a.m.	Breakout Educational Sessions State Auxiliary Leader Tea (SALS – Invitation Only) Buyers Only Vendor Show (must be pre-registered as a buyer; entrance requires a ticket)
11:30 a.m. – 3 p.m.	Vendor Show and Lunch Bring spending money and plan to shop Write orders for your shop and/or book vendor sales
12 p.m. – 2 p.m.	Bedazzle your Bandana! Creative Event
1:30 p.m. – 2:45 p.m.	Breakout Educational Sessions
3 p.m.	Vendor Show Door Prizes (must be present to win)
3:45 p.m. – 5 p.m.	Networking Sessions: (1) Children’s Hospitals, (2) Community Hospitals, (3) Academic Medical Centers, (4) Department of Veteran Affairs, (5) Retail Management, and (6) Volunteers

Saturday, March 12

8:45 a.m. – 10 a.m.	Breakout Educational Sessions
10:15 a.m. – 11:30 a.m.	Breakout Educational Sessions
12 p.m. – 1:30 p.m.	Lunch with Keynote Speaker
1:45 p.m. – 3 p.m.	Breakout Educational Sessions
3:15 p.m. – 4:30 p.m.	Networking Sessions: (1) Healthcare Volunteer Leaders, (2) Retail Management, and (3) Volunteers
5:30 p.m. – 7:30 p.m.	“Music City Mixer” - Enjoy food, music, and line dancing with your fellow conference attendees

During the closing event, a drawing for a complimentary conference registration for the 30th Annual SHVL conference in 2023 will be held. You must be present to win.

SPECIAL THANKS TO OUR SPONSORS

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Contact Us at shvl.email@gmail.com if you are interested in being a sponsor for the 2022 Nashville Conference.

Your logo will be featured here, among many other benefits!

VENDOR SHOW

Contact Us at shvl.email@gmail.com if you are interested in purchasing a booth during our annual vendor show on Friday, March 11, 2022. Registration will also be available online at www.shvlonline.org starting January 3, 2022.

Save the Date
for our 30th Annual Education Conference



2023 Location to Be Announced!

REGISTRATION FEES

	Active SHVL Member and Volunteer Rate	Conference plus 1-year Membership	Non-Member Rate
Thru February 11, 2022	\$475	\$575	\$675
After February 11, 2022	\$550	\$650	\$750

Register for the conference on-line at www.SHVLonline.org.

Payment is available with a credit card or an invoice for check request submission to your hospital or Auxiliary.

Conference Attendees are highly encouraged to register for conference **and** book your room at the conference hotel before February 11, 2022.

Active SHVL Members and Volunteers receive the best rates.

Not a member? That's okay! Register for a one-year membership along with the conference for a savings of \$100 off the non-member rate.

Registration includes all breakout educational sessions, keynote speaker presentations, vendor show, and networking sessions, as well as lunch on March 10, breakfast and lunch on March 11, and lunch and the closing event on March 12.

One-day registration (\$250) is available on March 11 only.

Registration fees, minus a \$150 cancellation fee, are refundable if notice is received prior to February 11, 2022. **No** refunds will be provided after February 11, 2022.

Conference T-Shirts are only \$20. Please pre-order by February 11, 2022 to ensure you receive a t-shirt, as extras will likely not be available. Attendees are encouraged to wear their conference t-shirt on March 11. Extra shirts can be ordered for anyone!

Guests of conference attendees can register for meal packages.

For all five meals, guests will pay \$400.

Note: guests may not attend educational breakout sessions or networking sessions.

For questions about registration or general conference information, please contact shvl.email@gmail.com

KEYNOTE SPEAKERS



Pam Confer

Pam Confer, Ph.D., is an international, award-winning, bilingual professional speaker, jazz singer, business consultant, public relations guru, and sports clay enthusiast. She explodes with confidence—teaching everyone how a simple smile can move the world! With a certificate in Diversity, Equity, and Inclusion from Cornell University, Dr. Confer is a TEDx Women presenter, corporate humorist and master soft-skills trainer. She is published in the area of cross-cultural literacy and globalization, and is highly sought after for her on-point perspective on how "good differences" can be activated to restore harmony. Dr. Confer is a certified Six Sigma Diversity and Inclusion Yellow Belt, and a Six Sigma Black Belt. She is the author of the theory of "Circle-Shifting", influencing the movement of personal and professional circles from within. Dr.

Confer has graced the cover and been featured in several publications, including, Jackson Free Press (2017), Southern Automotive Magazine (2018), Medium Magazine (2020) and Thrive Global Magazine (2020). Her open mind, personal stories and amusing training style are unmatched. Dr. Confer has a certification in online learning from the National Institute of Online Learning (NIOL). She is a member of the Society for Human Resource Management and the Association of Talent Development. She has served as a lead instructor and curriculum developer for the Mississippi State Personnel Board for approximately 17 years. Dr. Confer also travels in person or virtually across the world, offering specialized keynotes, trainings, and comedic self-help talks for governmental entities, educational institutions, public and private sectors. A singer/songwriter, Dr. Confer is recognized for her signature, interactive performances. She is an artist on the Mississippi Arts Commission's roster and travels throughout the Southeast with her band, Jazz Beautiful. Her voice is described as, "velvet soul... dipped in Jazz!" In December of 2017, Dr. Confer debuted "Mississippi Beautiful", a song she wrote, produced and recorded in tribute to the state's bicentennial and the opening of the Two Mississippi Museums. The anthem plays each day in the "Where Do We Go From Here" Gallery of the Mississippi Civil Rights Museum. She regularly performs the song across the state. In 2019, former Governor Phil Bryant issued a proclamation declaring May 10 as "Mississippi Beautiful Day" statewide. On June 19, 2020, Dr. Confer debuted her single, "Stand!", a foot-stomping anthem that provides a cadence for the injustices in communities of color. Dr. Confer is a strong advocate for community partnerships. Where there are possibilities for progress, you'll find Dr. Pam Confer. Learn more about Dr. Confer at pamconfer.com.

Keynote Address: *Circle Shifting: Your Power to Move Things*

A talk of self-elevation and introspection during these trying times. An uplifting, motivational, empowering reminder of how we can use our voices and choices to influence the world around us. We can either move within circles, or move those circles— from within.

Breakout Sessions: *Building Bridges Beyond Biases*



Stacy Melvin

Stacy Melvin, the founder of MindFrame, helps leaders discover what is most vital for success and chart the path to get there. As a credentialed leadership coach and seasoned executive, she helps her clients make bold, authentic moves with confidence. Stacy has coached leaders from rising stars to the C-Suite, helping her clients build connections and make a sustainable, meaningful organizational impact. She is a savvy strategic thinker with deep expertise in creating team culture and designing leadership systems that deliver results. Before launching MindFrame, Stacy served for 18 years in progressive leadership roles in the largest healthcare system in Louisiana. Stacy led high-performance teams in both operations and corporate areas in

roles such as the Vice President of Oncology and the System Vice President of Project Management and Process Improvement. She has experience both building teams from the ground up and leading them through large-scale enterprise-wide transformation. Stacy coaches and teaches across many industries, including healthcare, technology, construction management, and higher education. Stacy also serves as Adjunct Faculty for the Loyola University, New Orleans MBA program. Based out of the Greater New Orleans Area, Stacy is a serious hobbyist, dabbling in guitar, piano, and voice and many outdoor adventures like scuba diving and hiking.

Keynote Address: *The Inner Game of Leading Change*

Leading change is the most challenging work leaders must do, and it is even more demanding in today's climate. This session will help participants explore the mindset and leadership competencies needed to create a positive change culture for their teams.

Breakout Sessions:

- ***Managing Up: Leveraging Connection to Lead Change***

Driving change requires leaders to leverage power and influence in their organization. In this program, participants will learn the key ingredients to building a trusting, mutually beneficial relationship with the executives they depend on for success. Participants will walk away with practical skills for managing even the trickiest interactions with key executive partners.

- ***Creating Happy***

Learn the surprising benefits at work and at home that come from making creative endeavors a priority. This program will explore the noble pursuit of hobbies, the neuroscience of creativity, and how being multi-passionate can seriously boost your career.

BREAKOUT SESSIONS

Alison Boyle

Adoration Home Health and Hospice – Mississippi

- ***Volunteering through COVID: Finding Our Way During a Crisis***

As a Volunteer Coordinator I knew we had to find a way for volunteers to maneuver through the challenges of Covid. So that's exactly what we did and have continued to do. My volunteers have proven that where there's a will, there's a way. As a team we thought outside the box, plowed our way through and are still reaping the benefits of hard work and determination. I want to leave you inspired with the creative and fun ways that we have found to work for us during such a trying time. I hope you're excited because I am!

About the Speaker:

Hi everyone, my name is Alison Boyle. I am the Lead Volunteer Coordinator for Adoration Hospice. I live in Duck Hill, Mississippi on a farm. I am married to my amazing husband, Lee and we have three awesome sons, JP, Rhodi and Kolby. I feel as I have truly found my calling in life and I am so blessed to love what I do.

Dr. Robert Campbell

The Joint Commission

- ***Regulatory Readiness for Volunteer Programs***

This session will describe The Joint Commission requirements for volunteers in healthcare organizations.

About the Speaker:



Robert Campbell, PharmD, BCSCP, currently serves as the Clinical Director, Standards Interpretation Group at The Joint Commission. In this role, Dr. Campbell is responsible for providing interpretation of Joint Commission standards in all accreditation programs, with special emphasis on standards issues. He provides direction and leadership to surveyors and Standards Interpretation Group (SIG) staff addressing interpretation of standards. He also participates as a consultant in the development and revision of standards and supports ongoing accreditation services and special projects. Dr. Campbell also serves as the Director of Medication Management for the Joint Commission Enterprise. In this role, he functions as the subject matter expert for medication management related topics; assists with interpreting the intent of standards, as well as the development and revision of standards; provides guidance to organizations and Surveyors; and supports the accreditation and certification process across the Joint Commission

Enterprise. Dr. Campbell continues to function as a Surveyor for The Joint Commission in the Hospital Accreditation and Critical Access Hospital Accreditation Programs, as well as a Reviewer in the Medication Compounding Certification Program to assess compliance with accreditation and certification program standards. He is a member of the Accreditation Council for the Joint Commission and a member of the National Coordinating Council for Medication Error Reporting and Prevention. Prior to joining The Joint Commission, Dr. Campbell worked in health care organizations and held leadership positions with oversight responsibilities for performance improvement, accreditation readiness, risk management, infection control, medical staff services, and inpatient and outpatient pharmacy services. Dr. Campbell is Board Certified in Compounded Sterile Preparations by the Board of Pharmacy Specialties and is licensed as a Registered Pharmacist in Florida. In addition, he holds a Green Belt in Six Sigma.

Tracy Haddock

Sarah Bush Lincoln Health Center – Illinois

- ***Donated Textiles – Making a Difference One Patient at a Time***

Participants will learn about the variety of items that are donated to healthcare organizations as well as the value of those items to patients. In addition, this presentation will look at the process developed by our volunteer services department to ensure that all donated items are cleaned before a patient receives those items.

About the Speaker:



Tracy Haddock is the Director of Volunteer Service at Sarah Bush Lincoln Health Center located in Central Illinois. She has an M.A. in Gerontology and a B.S. in Community Health Education. She previously served as a Children’s Minister and worked very closely with volunteers. In her tenure as Director, there have been many changes to the volunteer program. One such change is the process for making, accepting and distributing any textile items made by volunteers and community members. In her free time, she loves to spend time with her family, especially her 4 grandchildren.

Halley Hamon, CVM, CAVS

Erica Phillips, MA, CFRE, CAVS

Arkansas Children’s – Arkansas

- ***Building, Engaging, and Empowering Your Volunteer Supervisor Team***

In this session, we will cover the role of department-specific volunteer supervisors, including recruitment, initial and ongoing training, engagement and stewardship. We will share the

impact that volunteer supervisors make on the volunteer experience and how they contribute to the safety and excellence of the organization.

- ***The Gift Shop Benchmark***

About the Speakers:



Halley Hamon very happily stumbled her way into volunteer management in 2009 and has been grateful ever since for a career that combines meaningful relationships and impactful service in her home state of Arkansas. Halley currently serves as the Volunteer Engagement Programs Manager at Arkansas Children's. She holds a Bachelor of Arts in Literature from the University of North Carolina at Asheville and is a certified volunteer manager (CVM) and certified administrator of volunteer services (CAVS).

Through a diverse background in external relations and volunteer engagement, Erica Phillips is a mission-driven volunteer administrator. Erica holds a Master of Communications and pursues a Master of Health Administration. Erica currently serves as Executive Director of Volunteer Engagement for Arkansas Children's health system with nearly 400 volunteers, two gift shops and a robust in-kind donation program. Erica is a certified fundraising executive (CFRE) and certified administrator of volunteer services (CAVS).

Amy Lionheart

with Nancy Sheehan, Kathleen Hearty, and John Mahoney

Nuvance Health – Connecticut

- ***Designing Patient Centered Programming During a Pandemic: Peer to Peer Support***

Designing a new program focused on patients and families is always a challenge, but during a pandemic its innovative and exciting. Learn more about how we have worked with an interdisciplinary team to overcome silos and promote our brand new Peer-to-Peer Volunteer Support Program where our doctors, clinical care teams, and laypersons are specially trained as peer support volunteers. This program was created in reaction to the inability of families to maintain connections with their loved-ones during the pandemic to enrich the patient experience while maintaining a human connection. The program was modeled after an Award-Winning Volunteer Caregiver Coach Program, at The Goldstone Caregiver Center, the first and only Center of its kind in the state of Connecticut designed to support individuals caring for a family member or friend. The purpose of the Goldstone Caregiver Center is to promote the well-being of caregivers through compassionate support and a healing environment. Our

Caregiver Coaches are the foundation of the Center's program. This program expanded out to include trained volunteers in several specialties for our service lines; volunteers provide support, information, resources, and personal connections to newly diagnosed patients and their families at our Cancer Institute, Heart and Cardiovascular Institute, and Neurosciences Institute, but we are also in the process of building a pool of volunteer peer supporters who can be paired with virtually any newly diagnosed patient within our organization. These volunteers are provided an invisible backpack of tools, helping them while serving as a presence for our patients and provide them with resources and advocacy.

About the Speaker:



With twenty-two years of experience in volunteer administration, Amy Faith Lionheart is Network Manager of Volunteer Services for Nuvance Health, a seven hospital Network serving 1.5 million individuals with locations that span Connecticut and New York's Hudson Valley for more than five years.

Mrs. Lionheart was recognized as a 2019 Healthcare Hero from the Connecticut Hospital Association. She was also selected as a recipient of the 2019 New England Association of Directors of Healthcare Volunteer Services (NEADHVS),

President's Award for Outstanding Program Development for her work with the creation of the Goldstone Caregiver Center Volunteer Caregiver Coach Program. The Goldstone Caregiver Center is the first and only of its kind in the state of Connecticut designed to support individuals caring for a family member or friend. The President's Award is presented to recognize an outstanding volunteer program that incorporates innovative administrators, effective collaborators and the ability to create "high impact" within the field of Volunteer Services.

In her time with Nuvance Health, Lionheart has transformed her department into a high-performing group sharing a common vision, goals, and metrics. Her team collaborates, challenges one another and holds each other accountable to achieve outstanding results. During the recent merger, her team joined forces with the organization's newly created department and Chief of Patient Experience (CXO), to expand the link between volunteer services and is now a member of the patient experience team.

Amy Faith Lionheart holds a Master of Business Administration with a focus on marketing and a masters degree in Corporate Communication and Public Relations. She spearheaded the creation of a volunteer services department for Constellation Hospice and Home Care of Connecticut, where she served as Coordinator of Volunteers and Bereavement. Prior to that, she was Director of Volunteers and Community Relations for 12 years at the New Jewish Home in New York, Director of Breast Health Programs for the American Cancer Society, Queens Region, where she managed Making Strides Against Breast Cancer, an annual walk-a-thon and major fundraising campaign, wrote a grant covering eleven health and hospital partners, each providing diagnostic imaging and educational services for at-risk adults in one of the most

diverse communities in Rego Park, New York partnering with several non-profit healthcare related organizations providing services in 160 different languages. And while at the American Diabetes Association, she held the position of New York City District Manager for Programming and Volunteer Services, overseeing the Community Diabetes Initiative, the Worlds Largest Block Party, a festival spanning fifteen city blocks along Madison Avenue and Tour De Cure, a cycling fundraiser traveling through the boroughs of NYC.

Most recently, she served as membership chair for the New England Association of Directors of Healthcare (NEADHVS). She is currently Chairperson of the Connecticut Hospital Association's Volunteer Services Workgroup.

In her spare time, she enjoys traveling with her wife, playing the djembe in community drum circles, entertaining their two fur babies, Buddy and Maeve, and rowing on their at home reality Hydrow rowing machine.

Anne Obarski

Merchandise Concepts

- ***“I’ll Just Get it Online”: Strategies to Keep Customers on Your Doorstep (two sessions offered)***

Your best customer is the one who keeps coming back to you. What motivates your customer to come to your business? Do they like the ease of finding what they want in your online store or do they like the direct contact and complete shopping experience they have when they come to see you in person? No matter how they arrive on your proverbial doorstep, now is the best time to create a customer retention strategy. Many shoppers have uttered these words at some point, “I’ll just get it online” and if they come to your website to do that, that is fine. However, if they are standing in your store and frustrated with lack of customer service or poor product selection the chance for them to order from “anyone” online, goes up dramatically. We’ll look at 5 strategies to keep your customers on your doorstep, whether virtually or physically.

- ***On the Floor – A Merchandising “GPS” for increased sales***

As customers return to physical stores, it’s the eye-catching displays that grab your customers’ attention and drive revenue. They have been used to buying online and now you have them on your “stage”. Have you re-done your floorplan for your store including signing and traffic patterns and merchandising that will keep them shopping? Is your lighting and décor drawing attention to your merchandise or taking away from it? Are you still struggling at creating the right “displays” and using the right strategies to place product on your shelves? Has every product earned its right to being in your store or is some of your inventory slowing your turnover? This session will address the “new” ways to address your inventory and your store merchandising to receive a standing ovation from your customer.

- ***Grow Your Gift Shop Business***

Your customer expects an "experience" even if it is just a daily purchase. That "experience" involves more than just saying hello to a customer. Offering the right blend of merchandise and inventory control, knowing the correct timing to take that first markdown, sharing your excitement for new products with your volunteers and offering a fun shopping atmosphere are critical to your shops growing success. You'll...Discover new trends in the hospital gift business for your growing success. Learn purposeful buying and merchandising techniques for your shop. Sharpen your focus on the communication and product sales skills that engage and create a memorable customer "experience" within your business.

About the Speaker:



Anne Obarski says that making a positive, lasting impression with every customer has never been more important in today's world. Serving customers can be a joy... and then again, sometimes it's not! Whether you want stellar Yelp reviews or viral YouTube videos, it's all about consistently delivering an infectious, enviable, repeatable customer service experience to every customer, every day. She knows what works and what doesn't. Driven by her extensive experience over the past 30+ years Anne shares her wisdom designed to motivate you to take a deeper look at what your customer experiences every day. Past sportswear buyer for a million dollar department for the May Co. Department Stores, now under the Macys name, college business instructor, retail consultant and international speaker have all helped Anne to bring real life experiences and advice to the thousands of audience members and Fortune 500's that have heard her passionately speak for three decades. Her interactive keynotes and workshops help challenge leaders, create more effective sales teams and improve performance at every customer service touchpoint. As founder of Merchandise Concepts, Anne's "Retail Snoops"™ program consists of extensive research regarding all aspects of customer service. She has gathered priceless research as her company has mystery shopped over 2000 stores and businesses across the US. That research, whether from fast-food restaurants or Fortune 500 companies, has allowed Anne to develop a laser focus with real time customer service experiences that she used to author and co-author 5 books in the area of customer service. Anne has been a professional member of the National Speakers Association since 1996.

Rob Toonkel, CDVS, CAVS, CVA, CVM

Arnot Health – New York

- ***We're Not Gonna Take It: How Directors of Volunteer Services can Climb out of the Hole (Part 1 and Part 2)***

Who we are has made us what we are. Volunteer leaders have an incredible set of attributes that make them the leading talent management personnel in the healthcare field. Yet some of those same talents have shortcomings. Some of those shortcomings are why many of us feel like we're on the edge of the chopping block, and why we are generally underpaid,

underappreciated, and relegated to second class. As we look toward our future, there are certain steps we need to take to dance ahead of the blade, for our industry and for ourselves. Between the two sessions, we will examine ourselves, our skills and our past, while covering seven steps we must follow to climb out of the hole and into the sunlight.

- ***Instant Winner for Your Volunteer Engagement and Program Success***

The best takeaways from a conference are ideas that are easily replicable, financially achievable, and deeply impactful. Together we will explore a number of initiatives that meet these criteria, concepts you can simply implement and soon enjoy the rewards of greater volunteer engagement, and greater staff engagement with volunteers. With little energy, little investment, and little approval needed, you'll leave with ideas you can achieve before summer arrives.

About the Speaker:



Rob Toonkel leads the Volunteer Services program at Arnot Health in Elmira, New York, overseeing the recruitment, onboarding, orientation, retention, and recognition of volunteers, and working with staff in addressing service opportunities through proper volunteer placement. Rob weaves a bevy of diverse experiences into his hospital role, including twelve years as a hospital volunteer manager, three years working in the U.S. House of Representatives, and eight years as the Director of Communications of a non-profit organization. His 10,000 hours of volunteer service includes six years as a healthcare volunteer, five years as an English-as-a-Second-Language teacher, and 500 hours with a suicide prevention hotline and a sexual assault response hotline.

Karina Vargas, CAVS, CompTIA Project+

Melissa Bergin, M.Ed

Bespoke Software – VSysOne

- ***Is That What You Meant to Say? Creating a Strategic Communication Plan that Makes Sense***

In an age where there is heavy competition for people's attention, how can a volunteer program deliver the right message at the right time across the appropriate channels to its intended target audience? A well-developed strategic communication plan sets the foundation for staff to meet this communication challenge. Whether it's communicating an upcoming event, changes to a schedule, or even distributing vital information related to disasters and emergency response, investing time to predetermine your communication strategies will prove worthwhile. This hands-on learning experience will explore communication goals, audiences, tactics, timelines, and stakeholder involvement, while also highlighting how technology can be the answer to many of your communication struggles.

About the Speakers:



Karina Vargas, CAVS, has over 20 years' experience in volunteer management at all levels, ranging from working with Board-level professional volunteers to high school students. She spent over ten years managing volunteers for a large children's hospital where she developed volunteer leadership programs, presented interactive customer service trainings, and provided expert-level technical and leadership support to the volunteer program. Karina has a B.S. in Human Services from California State University, Fullerton and also has a CompTIA Project+ certificate in project management.



Melissa Bergin has been with Bespoke Software since its inception. Coming from a public education background, she designs and implements training programs and solutions for new clients and blending existing business practices with new process options. As a senior member of the team, she helps develop product strategies and organizational goals. Melissa has a M.S. Ed. Educational Leadership, College of St. Rose, a M.L.S. Library Science from the State University of New York at Albany and a B.S. Communication from Cornell University.

Angela Smith

- ***A Seat at the Table: Communication to the C-Suite and Showing Value***
- ***Future of Hospital Auxiliaries: New Models-Ideas***
- ***Re-Starting Volunteer Programs After the Pandemic***
- ***Volunteer Recruitment: New Strategies in New Age of Volunteerism (two sessions offered)***

And more!!